

Autoists Raise Objection to Cheap Plates

Complain Quality and Appearance of 1922 Variety Are Not Justified by High Cost of Car Registration

State Makes Big Profit

National Automobile Chamber of Commerce Demands Better Ones in '23

What is a 1922 automobile plate actually worth?

Not as much as it once was, certainly, although the motorist pays dearly for it. But this is not what irritates the observant motorist so much as the appearance of the thing. He insists this plate mars the appearance of his car and could be much improved by the expenditure of a little more money per pair than at present. The National Automobile Chamber of Commerce has seen fit to take up the protest. The chamber points out that during 1921 there were 779,344 cars registered in New York State that paid a total of \$10,288,858 in registration fees, or an average of \$13.20 each, "yet along with plates that cost about 17 cents a pair and are, to say the least, anything but good to look at, either on or off the car." Further:

Arizona Wants Copper Plates

"A movement has been started in Arizona to have the 1923 license plates for motor vehicles made of copper instead of sheet iron. While it is estimated that a pair of plates of the

former metal will cost 18 cents more than a pair of sheet iron plates, nevertheless, those behind the movement feel that the extra cost is warranted if it will procure more durable and attractive registration numbers.

"The most important thing to note in connection with the vehicles is the desire for plates which, from a standpoint of workmanship, strength and attractiveness, compare with those same qualities which inhere in the average American motor vehicle.

"Something along this line is surely desirable in New York State where the motor vehicle registration plates are anything but attractive in design, and all too often the workmanship on them is very poor. All but 300,000 pairs of the 1922 New York State registration plates were manufactured by the State Prison Department at a cost of 17 1/2 cents per pair. They were manufactured under contract by a private concern for 15 1/2 cents per pair. It is possible, therefore, that quality has been sacrificed for price.

N. Y. Plates an "Eyesore"

"When it is realized, however, that the 779,344 motor cars registered in New York State in 1921 paid a total of \$10,288,858 in special fees into the State Treasury, it would seem that a pair of registration plates which would be an ornament to a motor vehicle and not an eyesore.

"Massachusetts State is a little more liberal in its expenditures for plates where the state prison at Charlestown manufactures them at a cost ranging from 18 to 24 cents per pair, according to the size of the plate, for motor vehicles and 12 cents per pair for motorcycles. Whether these few cents additional are responsible for the better appearance of the Massachusetts plates is unknown, yet it is a fact that they look much better than the New York plates.

It is expected an appeal will be made to the proper authorities with a view to having for 1923 a plate that will be commensurate with the grade of product owned by motorists and the amount of money paid by them to the state, the automobile organization adds.

Motor Comfort Not Dependent Upon Patent Economizers

There is a Happy Medium Between Enjoying Car to the Fullest and Keeping Down the Expenses Incident to Its Operation

By H. Clifford Brokaw.

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How far to let economy interfere with comfort and how far to let comfort interfere with economy in buying and operating an automobile are delicate questions which require keen discrimination. To get the fine balance between the two is a fine art that can be cultivated to the advantage of the motorist.

Just as the thrifty person is apt to lean over backward in his parsimony and penny pinching habits, which are not in reality the qualities that go to make up genuine thrift, so the prospective owner of an automobile or the present possessor of a car is apt to carry economy methods to such an extreme that a great deal of comfort and enjoyment which ought to be a driver's is weighed in the balance and found wanting.

For instance, the man who is ambitious to own a car and his name is legion—approaches a salesman to be told that such and such a car will go so many miles on a gallon of gas. He will infer that because of this fact it is an economical machine to purchase. This particular car may be the hardest riding car on the market. Therefore, if there is any economic value in com-

fortable riding, this automobile may not represent a thrifty purchase at all.

Spring is a Big Factor

The wheelbase of a car is a factor that enters into its comfortable riding qualities. The springs represent another factor that make for or against easy transportation. The upholstery of one car may be more comfortable than that of another. The size and kind of tires make a difference in the ease with which one rides. The way a car is balanced affects comfort. So does the balance of the engine, which has to do with the vibration. Whether a car is of the closed or open type has a great deal to do with comfort, especially in the cold weather months and during the spring and fall rainy season.

Whether an engine has four, six, eight or twelve cylinders affects the riding quality of a car. The more cylinders the more even the torque and the less the vibration. The height of the car from the ground affects the probability of its tipping over under certain conditions, and consequently the comfort of the occupants, or at least their peace of mind. A low swamp car usually has about as much ground clearance as a car with a body higher off the ground and is less apt to turn turtle. The weight of a car affects its riding qualities. So does the amount of gasoline and oil used. The comfort of the driver is affected also by the position of the levers and pedals and the general set of the front seat.

Some of these factors in prospectively cost a little extra and the prospective owner has to decide whether the added

comfort to be secured will be worth the added cost. Usually it is worth all of that and more. Of course, the matter of comfort can be carried too far and a lot of money can be spent on things which add a minimum of comfort at a maximum of expense. But the reverse is more apt to prevail. An extreme case of economy vs. comfort is illustrated by the man who did not want a self-starter on his car. He preferred to crank the engine each time he set out on a journey in preference to using the power to operate a generator that charged the starting batteries.

The Ideal Car

The ideal to be hoped for is to get a car which will transport the owner from where he is to where he wants to in a comfortable and safe manner with a liberal amount of comfort. Having purchased a car the owner is still up against the question of economy vs. comfort. He may cut down the gas to the lowest possible point. He may use too much gas and develop carbon trouble. Consequently, comfort is limited by too much of a good thing as well as by too little.

Certain methods of driving save gas, like speeding up then coasting with the throttle closed entirely, but this does not mean no throttle in driving. It is often a mistaken idea to keep out of car tracks when the road beside them is rough, because the owner thinks the tracks cause extra wear and tear on the tires.

To go out with a car on a wet day and neglect to put on chains may make for a little easier riding of the car for awhile, but the fear of accident more than offsets this and the saving effected by not having chains. With motor accidents on the increase, it is in keeping with comfort of mind and the lowered expense of avoiding accidents to take every possible precaution against dangerous experiences. Accident suits of damage and wrecked cars are very expensive.

There are a lot of patent economizers on the market, headlamps, gas and oil pumps, devices fastened on the manifold to give the engine a shot of oxygen or morphia. Some of these economizers are all right, but many of them tend to frugality at the expense of comfort.

Supplementary springs, for instance, often make for ease in riding, but they should be selected with care. Tonnage wind shields add to comfort and to the amount of gas required. Headlights that give added brightness and a well directed light make for comfort. Economy in lubrication should not be carried far unless the driver wants the discomfort of a dry bearing and the expense of repairing it.

The happy medium between comfort and economy exists and should be constantly studied by the motorist who is interested in both.

Auto Trade Notes

New Liberty Salesroom

The A. G. Kaufmann Motor Car Corporation, Liberty distributors in this city, have opened a Bronx salesroom. The Bronx has come to rival Broadway as a motor car sales center, and it was this that prompted the Kaufmann company to see the wisdom of opening a salesroom up town. The company's attraction is the new Liberty "Special Six," which recently was placed on display at the Manhattan salesroom.

Rickenbacker Expansion

W. E. Flanders, formerly president of the Maxwell Motor Car Company and now director and one of the executives of the Rickenbacker Motor Company, of Detroit, has been spending considerable time with his associates at the big Rickenbacker plants in Detroit in connection with the working out of further production expansion. It has become necessary for the Rickenbacker company to consider an increase in production which will probably be far in excess of the original program.

Cadillac Sales Record

Encouraging news on the revival of business is to be found in the report just issued by the Cadillac Motor Car Company. This company has completed the best January, February and March business in its twenty years' experience.

Velle Enlists Radio

The radio is being enlisted for the advertising of automobiles. Plans are being made by Velle Motors Corporation for the use of the radio in nation-wide publicity. A broadcasting station at the factory will send out hourly news of the car's achievements, etc., to be picked up by receiving stations in the showrooms of Velle distributors and dealers in all parts of the country.

New Quarters for Mitchell

The Mitchell Motor Car Company has planned to move on May 1 to 236 West Fifty-ninth Street, to larger and better quarters. At the new location the company will have ample space to show both new and used cars.

New Peerless Sales Record

"As proof that business conditions are normal," says President W. A. Woods of the Van Cortlandt Vehicle Corporation, distributors for the Peerless Eight, "our retail deliveries for March were greater than any year we have been in business. Last month's actual deliveries were 60 per cent greater than in any previous March."

50 Per Cent Nash Sales Gain

Increase in sales of Nash cars for the first quarter of the year of more than 50 per cent are shown over the same period in 1921.

Cut Price Boosts Sales

Record-breaking sales of Jordan cars are reported to have followed the recent reduction of price to the pre-war level. Sales in the East are exceeding those in the West.

New Small Model Moon

The Moon Motor Car Company now has on display at the Broadway showroom one of the new model Six-40 touring cars, just produced by that company. It is a roomy, five-passenger car, constructed along Moon lines, with the silver radiator and straight line body. The company has further characterized this as a real Moon by using the familiar Versailles blue as the standard Moon color.

The model Six-40 is on a chassis with a wheel base of 115 inches, and carries cord tires as standard equipment. The six-cylinder power plant, which is a new product of the Continental Motor Company, is a powerful, smooth running engine. It develops more power per total pound of weight of the car than any automobile so far built by Moon, which means greater hill climbing ability and unusual high gear performance at low speeds in traffic.

Mr. Coghlan went to St. Louis last week for the purpose of expediting shipments of the new car to the Eastern territory. The factory has orders for shipments of three solid trainloads of this model to New York.

To Hold Annual Dinner

The ninth annual dinner of the Motor Truck Association of America, Inc., will be held Thursday evening at 6:30 o'clock in the Hotel Astor. F. D. Van Amburgh, editor of The Silent Partner, and a noted after-dinner speaker, will be one of the prominent guests on this occasion.

Road Notes

The Tribune will publish from time to time in addition to its touring stories information regarding highway conditions in this and the several nearby states. Information regarding road conditions in any one state will not be repeated in these columns except when changes, such as construction work, the erection of bridges, detours and the like make the information of value to the motorist.

The Tribune's Automobile Department will be glad to answer written queries as to the condition of roads or touring routes. As it is necessary to obtain up-to-date information in each instance, it is advisable that all such requests should be made by letter. A self-addressed, stamped envelope should be inclosed. Address: Automobile Department, New York Tribune, 154 Nassau Street, New York City.

Connecticut Roads

The Connecticut State Highway Department has prepared the following summary of road conditions in Connecticut for the guidance of spring tourists:

Shelton—Shelton-Nichols road under construction. Through travel advised to take road from Shelton through Huntington.

Stratford—Milton—Boston Post Road under construction. No detour necessary.

Guilford—Sachem's Head road under construction. No detour necessary. Guilford—Durham road under construction. While passable, through travel should avoid this road, as it is very rough and muddy at the present time.

Waterbury—Wolcott road under construction. Passable; no detour.

Norwalk—Noroton Point road under construction. Should be avoided by through travel.

Haddam—Killingworth road impassable. Traffic from Middletown to Clinton should go by way of Saybrook.

Granby—Westfield road impassable. Traffic from Hartford to Westfield should go by way of Springfield.

Burlington—River road passable, but rough and muddy in spots.

Canton—Canton to Collinsville under construction. No detour.

Between Norwich and western four miles of bituminous macadam in two sections. First section from Fox Hill south two miles. Second section from North Stonington Village south two miles. First section closed for through traffic for approximately six weeks from April 1. Detour through Poquetanock.

Lower section open.

Bozrahville and Colchester, work not yet started. No detour.

Shore road from Niantic to Old Lyme, four miles of road are under construction. No detour necessary at present. Road rough.

Mystic Bridge, practically completed. Work started on road between Danbury and Little Rest at Rhode Island line. Impassable. To go from Norwich to Providence, best route at present is through Putnam.

Mechanicville and Grovesendale—Road work under way. Passable.

South Woodstock to West Woodstock under construction. Passable.

Taftville and Four Corners—Stretch of road to Newent completed.

Hartford to New London—Concrete work. Open.

Barkhamsted and New Hartford road—Short detour around bridge, near store.

Goshen-Litchfield Road—Construction to start soon. No detours.

Harwinton-Torrington Road—Construction starts soon. No detours.

New Hartford-Nepaug Road—Bridge construction. Short detour around bridge at upper end of Nepaug reservoir.

Thomaston-Torrington-Waterbury Road—Construction starts soon. No detour.

Torrington-Thomaston Road—Construction under way. No detour.

Southbury—Gravel surface on South

Britain road completed. Warning signs erected at uncompleted shoulders.

New Milford-Chicken Hill Road—Between New Milford and Bridgewater under construction. No detours necessary.

Federal aid No. 6 between New Milford and Kent. Contractor crushing stone at Straights Rock. No interruption to travel.

Sherman-New Fairfield Road—Construction work has started. No detours necessary.

Ridgefield-Wilton Road—Work started. No detours necessary.

Big Price Reductions On Franklin Cars

New prices on Franklin automobiles, said by the Franklin Company to be the lowest in sixteen years, were announced yesterday at the factory in Syracuse. Reductions as much as \$1,500 under war prices are offered.

The touring car is priced at \$1,950 and the sedan at \$2,850, these prices being typical, according to H. H. Franklin, president of the Franklin Motor Car Company, of the new schedule.

"While coincident with this price reduction we are reducing overhead," says Mr. Franklin, "rate rates will not be disturbed at present. As far as inventories are concerned, the Franklin company shows a favorable condition due to selling well ahead of the industry as a whole during 1921."

First National Tractor Show Opens To-morrow

Industrial Exhibit, Representing Products of 50 Manufacturers, on Display


There have been many motor car shows and truck exhibits of national scope, but the first National Industrial Tractor Show is to be held, starting to-morrow, on the grounds of the Hellman Motor Corporation, South Jane Street, near Bridge Plaza, Long Island City. Fifty of the largest manufacturers of industrial equipment in the entire country will be represented by the products which they build. The show will be on from 10 a. m. to 10 p. m. each day and will continue through Saturday, April 22.

It will be housed under the roof of the Hellman Motor Corporation and under a huge tent which has already been erected. Working operations, or practical demonstration of tractor economy will also be carried on in the open where the magnitude of the work done is such that it cannot be shown under cover.

The value of the exhibits shown runs into the hundreds of thousands of dollars.

\$1295

F. O. B. Detroit




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You will find them mounted on chassis embodying improvements even over a mechanical construction that has held the frank affection of Liberty owners for years, under every sort of service.

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Prices

Loadster	\$1120	Coupe	\$1685
Touring Car	1145	Sedan	1785
Sport Car	1265		At Factory

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